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# Nature's Linen® CRT:

## A Green Alternative

*Disposable CRTs enhance customer satisfaction and your bottom line*

**By Kristin Rabas**

**A**sk someone from a commercial laundry or a business that uses cloth CRTs and you're likely to get a groan and comments ranging from "They're a pain to store and service" to "They're hard to keep clean and take a lot of repair work." Ask about individual paper towel dispensers and the groans are likely to go up a notch with comments like, "they're expensive, create a mess and either they fill up waste basket after waste basket, or they wind up on the floor. I don't have enough people to keep up with it."

It's no wonder organizations are continually looking for ways to improve the towel process, as well as their bottom line and customer loyalty. For this reason, continuous roll towels made from paper are making their mark, offering end user savings, consistency and increased customer loyalty compared to cloth continuous roll towels (CRTs) or loose paper toweling. Specifically, Nature's Linen®, manufactured by Midwest Specialty Products LLC, Winnecone, WI, is a disposable CRT that's meeting customer demands and making businesses think twice about their hand-drying needs. "The response to our new product has been incredibly strong," says Dennis Reimer, president of Midwest Specialty Products. "Once people understand what we have to offer, the quality of our product and the cost savings, they're sold."

### Design advantages

Nature's Linen is a clean and disposable alternative to continuous cloth roll towels. It's designed to solve a variety of common issues facing facility managers. Reusable cloth rolls require laundering services, which add expense and can leave the product altered because



*While this product is recyclable, even if customers don't recycle, these roll towels are designed to disintegrate if landfilled, or be completely destroyed if incinerated.*



*If you have cabinets that have housed CRTs in the past, making the switch to disposable roll towels is simple. Retrofit kits are available for three major cabinet suppliers, and just about anyone can make the switch, following the directions shown above.*

*For those using loose paper towels, there's another consideration: volume of material. One case of paper toweling has the potential to produce up to 10 bags of waste. So the option frequently is to service the waste station or purchase additional garbage cans. Especially for larger operations, extra garbage cans cost a substantial amount of money.*

they become torn or shortened. The appearance of reusable rolls, as with any laundered material, is sometimes altered due to stains such as grease or tar that are difficult to remove, leaving spots on the material even after cleaning. The disposable design of Nature's Linen eliminates the possibility of tears, stains and changes in size by providing a new and consistent product with every roll.

"However, after discussing disposable advantages, inevitably comes the question of strength and durability of disposables," says Reimer. "Nature's Linen tackles this issue head-on. Nature's Linen has an open-weave design. To reinforce the material, polyester strands, known as scrim reinforcements, are woven into the product. This adds incredible, extra durability to Nature's Linen, even when wet. He adds, "Our customers appreciate the fact that they can still have high quality and durability with a disposable product. Plus, that extra strength means you're not going to wind up with pieces of toweling in unwanted places, increasing cleanliness and sanitation."

Now more than ever, sanitation is a top concern for any hand-washing station or laundering service. Nature's Linen is designed so only the new and clean towel is touched. There are no levers, cranks, buttons or common parts to touch. This prevents cross-contamination of germs and bacteria between users. Nature's Linen has extra absorbency that reduces the amount of bacteria that's left on a person's hands after washing, which ultimately decreases the spread of communicable diseases such as H1N1 and the common cold. Throwing away soiled rolls after use also helps to reduce the spread of bacteria and germs to workers handling the soiled rolls such as launderers, janitorial staff and shipping professionals, if laundering services are located off-site.

Nature's Linen also makes it easy for those with existing CRTs to make the switch to a disposable roll. "There's no need to hire an installation crew or waste money by throwing away existing CRT dispensers," says Reimer. Retrofit kits are available for existing Darman, Kennedy and Steiner CRT models and are designed for quick and easy installation that can be done by just about anyone. Adding to the convenience is Midwest Specialty Product's next-day shipping guarantee. "Our customers don't want to store, inventory and track a lot of product, and they don't have to with Nature's Linen," says Reimer. "We ship all orders next day, guaranteed."

### **End user savings**

Ease of use, durability and increased sanitation are just part of the picture when it comes to switching to a disposable roll. The bottom line is always top of the list for business owners. Nature's Linen increases end user savings in both material usage and labor, vs. cloth and traditional paper toweling. If laundering services for traditional CRTs are located off-site, used rolls are stored and tracked until a predetermined amount of soiled rolls are ready for transport. The rolls are then shipped to a laundry facility, cleaned, shipped back, tracked, stored and reused. "With a disposable roll towel, the rolls are stored, used and thrown away, eliminating labor costs in ship-

ping, transportation, tracking and more," says Reimer. "And it makes the janitorial processes more efficient." Restroom servicing is minimized because roll towels stay as a roll and do not end up in unwanted places such as on the floor or in sinks, leaving a mess for the staff to clean up.

For those using loose paper towels, there's another consideration: volume of material. One case of paper toweling has the potential to produce up to 10 bags of waste. So the option frequently is to service the waste station or purchase additional garbage cans. Especially for larger operations, extra garbage cans cost a substantial amount of money. With Nature's Linen, as the disposable roll towels are used, they are re-rolled into the dispenser. When the clean toweling is completely used, the entire roll is discarded in one neat roll, saving waste space and preventing messes.

The scrim reinforcement in Nature's Linen also plays into the savings picture. Not only does it provide extra strength when wet, it cuts down on the usage of toweling per person and reduces the chances of tearing or destroying the roll before it's fully used. Reduced per-person usage, and using the entire potential of the product, reduces material and roll-replacement costs.

### **Green & clean**

Across the globe, along with an emphasis on better sanitation, there is an emphasis on the environment. Nature's Linen is made with the customer's green initiatives in mind. Extra absorbency reduces the spread of germs and bacteria, while being 100% recyclable.

"Even if a customer does not have a recycling program in place, Nature's Linen is designed to disintegrate if placed in a landfill or destroyed completely if incinerated," says Reimer. "It's a plan we implemented to make sure disposable doesn't mean generating complete waste."

"Consumers appreciate it when organizations are looking out for their well being," says Reimer. "We encourage our clients to communicate these points with their customers to keep them coming back time and time again."

### **Customer loyalty**

Customer loyalty is something every business strives for. Nature's Linen helps keep restrooms and wash stations clean with little maintenance. "If we help our clients keep their customers, we know they'll be our clients for years to come," says Reimer. "Seeing the entire business picture, not just from our viewpoint, but from our client's viewpoint as well, is what is going to help us grow as a business. We have had such a great response to Nature's Linen that we look forward to the future and continuing to develop ways to meet the needs of our clients." **TR**

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*Kristin Rabas is a public relations specialist for Midwest Specialty Products. To learn more, visit [www.mspconverting.com](http://www.mspconverting.com) or call 800/296-1884.*

# The Cleaner, Greener CRT Choice...



## Nature's Linen® Continuous Roll Towel

- Nature's Linen is a direct alternative for existing CRT's
- Conversion of existing dispensers is quick and easy
- Retrofit kits are available for Darman, Kennedy and Steiner cabinet models

## Nature's Linen® Will Save You Money

- Expensive roll processing equipment is eliminated with disposable rolls
- High labor costs of laundering and processing are eliminated
  - No tracking/counting/storage/pick up/return of soiled rolls
  - No repair work to stained or torn rolls
  - No tangled rolls when processing

## End User Savings

- CRT's control the usage of toweling and keep used towels contained, keeping restrooms clean
- Nature's Linen reduces waste (1 case of conventional paper toweling produces 10 bags of waste)



## Consistent Product Every Time

- Cloth rolls can shorten or become damaged during laundering. With Nature's Linen every roll is the same length - no variations such as tears, stains, mold or foreign matter.



## Advantages

- High Quality - Scrim reinforcement makes Nature's Linen strong when wet
- Hygienic - Superior absorbency reduces bacteria left on hands
- Efficient - Disposable towel reduces labor costs of laundering
- Green - Made with 100% recycled tissue

**Nature's Linen orders are shipped the next day - Guaranteed!**

Midwest Specialty Products, LLC has more than 14 years of converting expertise, specializing in napkins, wipers and branded line of products under the name Nature's Linen®.

For more information, visit:  
[www.mspsconverting.com](http://www.mspsconverting.com) or call John Morgan at 800-296-1884



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